

ABSTRAK

**PENGARUH WORD OF MOUTH, KUALITAS PRODUK, DAN BRAND
IMAGE TERHADAP MINAT BELI SMARTPHONE XIAOMI
BERKONEKTIVITAS 5G**

(Studi Pada Mahasiswa Aktif Fakultas Ekonomi Universitas Sanata Dharma)

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Penelitian ini bertujuan untuk mengetahui pengaruh word of mouth, kualitas produk, dan brand image terhadap minat beli *smartphone* Xiaomi konektivitas 5G, dengan sampel sebanyak 100 responden. Teknik pengambilan sampel ini yaitu *non-probability sampling* yaitu *Incidental Sampling*. Teknik pengumpulan data yang digunakan yaitu wawancara dan kuesioner. Metode analisis data yang digunakan untuk menguji hipotesis adalah analisis regresi linear berganda, uji asumsi klasik, uji F, uji t, dan koefisien determinasi. Hasil dari penelitian ini menunjukkan bahwa word of mouth, kualitas produk, dan brand image secara bersama – sama memiliki pengaruh terhadap minat beli *smartphone* Xiaomi konektivitas 5G. Word of mouth, kualitas produk, dan brand image secara parsial berpengaruh positif terhadap kecenderungan keputusan pembelian *smartphone* Xiaomi konektivitas 5G.

Kata kunci: word of mouth, kualitas produk, brand image, dan minat beli

ABSTRACT

**THE EFFECT OF WORD OF MOUTH, PRODUCT QUALITY, AND
BRANDIMAGE ON INTEREST IN BUYING XIAOMI'S SMARTPHONE
WITH 5G CONNECTIVITY**

A Study on an active students of the economic faculty of Sanata Dharma
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This study aims to determine the effect of word of mouth, product quality, and brand image on interest in buying of Xiaomi's smartphone 5G connectivity. The population of this research are students that are using Xiaomi smartphone, with 100 respondents as the research sample. The sampling technique is non – probability sampling technique, namely incidental sampling. The data collection technique are interview and questioner. The study uses multiple linear regression, classical assumption test, F test, t test, and coefficient, determination methods. The results of this study indicate that word of mouth, product quality, and brand image together influence on interest in buying Xiaomi smartphone 5G connectivity. Word of mouth, product quality, and brand image are partially influence positively on interest in buying of Xiaomi smartphone 5G Connectivity.

Keywords: word of mouth, product quality, brand image, and interest in buying